

## **Director's Report**

### **February 4, 2013**

- It is now easier to search the Sunnyvale Library catalog from a smartphone with the introduction of Encore Mobile. Smartphone users can visit [catalog.sunnyvalelibrary.org](http://catalog.sunnyvalelibrary.org) to be automatically directed to the new interface. Encore Mobile provides easy searching for information, reading of full-text articles and eBooks, ability to renew items and other Library functions.
- In the last couple months, two new employees joined the Sunnyvale Library staff: Lynette Yorks started as a regular Part-time Library Specialist III in Circulation; and Christina Detchemendy joined the Adult Services staff as a regular Part-time Librarian.
- The Library received positive feedback and tentative approval for its "Pitch an Idea" proposal to the California State Library. The Library will next submit an official application for *Printing Old and New*, which when funded by a LSTA (Library Services and Technology) grant, will enable the Library to present programs on letterpress, 3D printing, eBook printing and screen printing.
- The Silicon Valley/Sunnyvale Reads theme for 2013 is "Invisible Wounds of War" and Sunnyvale Library will offer a book discussion on *The Long Walk* by Brian Castner on February 20 at 7 p.m., followed by a talk by the author, Brian Castner, on March 3 at 3 p.m. and the showing of two documentary films: *Poster Girl* and *Iraq Paper Scissors* on March 17 beginning at 3 p.m.
- To give Library users a taste of reading on eReaders, the Library has recently started lending Nook eReaders that are preloaded with several eBooks on a particular theme, such as mystery, fiction or nonfiction. The eReaders can be checked out from the Information Desk.
- Children's librarians will soon be lending bags filled with books to licensed day care providers in Sunnyvale through staff at Columbia Neighborhood Center (CNC) with the goal of increasing literacy and reading to children in child care settings. Donated books are being used for this service.
- For the *Learning Together* series of parent and child programs, a new on-line registration system has been set-up. The EventBrite system allows the event planner to set up a specific URL for each event, schedule signups in advance, print tickets, and set up waiting lists- all for free, online. The first program scheduled in the *Learning Together* series is *Discipline Strategies that Work*, on February 6 at Columbia Neighborhood Center. Using the new system, registration filled quickly and there is a wait list. Staff will be using EventBrite in the future to register for teen programs including SAT preparation tests, financial aid, and college essay writing.
- NASA's education division invited Sunnyvale Public Library to continue participating in the pilot project "Astro4Girls and Their Families". Through this NASA program, the Library partnered with the SETI Institute at Moffett Field to offer astronomy programs with scientists as presenters, to interest students, especially girls, in pursuing science careers. Hands-on projects and lectures were very popular with children, teens and adults. Pamela Harman, NASA Education Program Manager at SETI, will present a

hands-on program on the solar system and interpret some of the findings of the NASA Kepler Mission's search for exoplanets on March 18 at 7 p.m..

- Adult Services launched a *Fresh Start* program series in January, featuring books and events to assist community members with their personal goals. The first in the series, *Rare Book Appraisal Day*, January 13, featured professional appraiser Bruce MacMakin, who talked individually about 104 books with their owners and who ran out of time before more books could be evaluated. There were many requests for a similar future program. The *Time Management* program drew 106 attendees; *Get Organized* had a "standing room only" crowd, and January 30's *eBay Selling* had an audience of 110. Still to come are *Healthy Food*, *Healthy You* and *Estate Planning* in the next few weeks.
- On Tues., January 29, attendance at the regular baby programs surpassed the usual high attendance numbers. There were over 170 parents and babies in the Program Room for the "Stories for Ones" program and 60+ in the board book area for the under-one year "Baby Lapsit". Children's librarians will be brainstorming ways of managing the large program numbers, given the constraints of the current building.
- On Thurs. evening, January 31, at the Columbia Middle School, the Library and Columbia Neighborhood Center, with support from the Friends of the Sunnyvale Library, presented poet, author, playwright Gary Soto in-person to 75 delighted children, teens and adults.
- Mo Yan's 2012 Nobel prize winning book *Life and Death Are Wearing Me Out* was discussed in Mandarin at the Library with an audience of over 200 on Sun., January 6. Writer Fennah Chou led the packed room in discussion. The program was publicized through an article in the Chinese language *World Journal* newspaper and on a local Chinese radio station prior to the event.
- Treasures for children of all ages and parents are available from the Library's website at the Kids' webpage. The site features the words for songs and fingerplays that are used at Library storytimes, reviews of books for different ages, recommended games and other activities for online entertainment and learning:– [www.sunnyvalelibrarykids.org](http://www.sunnyvalelibrarykids.org).
- Sunnyvale's Lace Museum joined the *Discover & Go* library/museum partnership, adding to the museums that offer free or discounted online admission passes to library card holders at participating Northern California libraries, including Sunnyvale Library.

## **Handouts**

"Book Vending Machine Coming to Columbia Neighborhood Center in Sunnyvale" by Alia Wilson, [San Jose Mercury News](#), 1/24/13.

"County Library District Offers Gift Cards for Nonresidents" by Brian Babcock, [San Jose Mercury News](#), 1/3/13.

"Google Grant Enables MW Library to Expand Services," [Los Altos Town Crier](#), 12/12/12.

"Not Dead Yet: Libraries Still Vital, Pew Report Finds" by David L. Ulin, [Los Angeles Times](#), 1/22/13.

"Palo Alto's Mitchell Park Library Project Falls Further Behind" by Jason Green, [San Jose Mercury News](#), 1/29/13.

“San Jose to Open First of Four New Libraries Mothballed by Budget Cuts” by John Woolfolk, San Jose Mercury News, 1/23/13.

“Smashwords Sells 10 Thousand eBooks to Douglas County Libraries” by Nate Hoffelder, The Digital Reader, 1/7/13.

“Sunnyvale Officials Explore Needs, Future Options of Civic Center” by Alia Wilson, San Jose Mercury News, 1/10/13.

“Sunnyvale Shorts: Clips from Centennial Celebration on Library’s YouTube Channel,” San Jose Mercury News, 1/4/13.

“The Wrong War Over eBooks: Publishers Vs. Libraries” by David Vinjamuri, Forbes, 12/11/12.